

CEO E-Briefing

A weekly report to City Council and the community

March 29, 2012

No. 27



CEO's Message



Spring brings blossoming of Costa Mesa activities

Spring in Costa Mesa brings more than just warmer weather, wildflowers and ball fields filled with Little Leaguers. Next month alone, the city will host a Civil War Reenactment — now called the Battle of Costa Mesa at Fairview Park over the April 14 weekend, and the events of the Costa Mesa Community Run — the Friday night festival and Saturday's 10k, 5k, and 1k fun run — will take place April 27 and 28.

The Battle of Costa Mesa is something any resident — especially those with children — should see. Sponsored by the American Civil War Society, the event features uniformed Union and Confederate soldiers, guns, cannons, mounted cavalry, food, period music and ladies' tea, a field hospital, camps, vendors and more. Two daily battles will be waged at 11:30 a.m. and 2:30 p.m.

Entering just its fourth year, the Battle of Costa Mesa has become the largest Civil War reenactment event in Southern California and the period ladies' tea party is advertised as the largest west of the Mississippi River.

Only one year older than the Battle of Costa Mesa, the Costa Mesa Community Run has been equally successful. Each year, the run and family night that precede it have gotten larger, and in April, the event will debut a 10k race — through Fairview and Talbert parks and along the banks of the Santa Ana River — to go along with the 5k and 1k. The best news? The event raises nearly \$15,000 for local schools.

On a final note related to spring optimism: other priorities had pushed aside the weekly publication schedule of the CEO E-Briefing this year, but we've regrouped, added some help and plan to resume this newsletter's regular schedule.

Tom Hatch, chief executive officer, City of Costa Mesa



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Stories by Department

CEO's Office

- Spring brings blossoming of Costa Mesa activities
- Community calendar
- Winners announced in inaugural "Celebrate Costa Mesa" photo contest

Development Services

- Starbucks coming to Macy's
- It's time to be a good neighbor

Fire Department

- Sign up to help in times of emergency

Parks & Rec

- Downtown Aquatic Center opening for spring
- Parks and Rec. registration goes online

Police Department

- Alleged vandals caught in the act
- Community joins in search for elderly woman; resident finds her
- MADD happy with Costa Mesa police officers
- Sale on at Costa Mesa Country Club Pro Shop

Secret Spot

- Do you know this local landmark?

Making History

- Down on the farm

Final Word

- Seeing our moral blind spots



Comments or suggestions, please contact
william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

Community calendar



April 1 SUNDAY Grab your lawn chairs and head over to Fairview Park at 11 a.m. for another composting workshop hosted by the **Costa Mesa Sanitary District**. Learn about the natural process that transforms your kitchen scraps and yard trimmings into rich, soil-like material loaded with nutrients to make your garden thrive. (949) 645-8400.

April 3 TUESDAY City Council meets at 6 p.m. in the Council chambers. When ready, the agenda can be found [here](#).

April 7 SATURDAY The free Egg-Citement 2012 takes place from 9:30 a.m. to noon at Tanager Park (near Adams Avenue and Mesa Verde East). The Easter bunny will be there, along with games, pony rides, a petting zoo and refreshments. Also, the Orange County Market Place will host its Easter Festival and Treasure Hunt from 10 a.m. to 2 p.m. at **OC Fair & Event Center**. The event will include puppet shows, face painting, a treasure hunt and photos with the Easter bunny.

April 9 MONDAY **Spring Camp Costa Mesa** (for Newport-Mesa students on spring break) is put on by the City's Recreation Division and starts Monday and runs through Friday, April 13. The cost is \$164 for the 8 a.m. to 5 p.m. program, or \$200 for the 7 a.m. to 6 p.m. program.

April 20 FRIDAY Friday evening is the first part of a weekend training (continues through Sunday) to become a member of the **Community Emergency Response Team (CERT)** that shows you how to take care of your family and community in times of disaster such as an earthquake or flood. The things you'll learn include firefighting techniques, first aid, light search and rescue, and how to develop a response team. Go to costamesaCERT.org for more information and an application form.

April 21 SATURDAY The biannual Neighbors for Neighbors clean-up event will take place from 8 a.m. to noon at designated low-income, senior-owned single-family homes throughout the city. Please support the effort by making a monetary or in-kind donation or volunteering. Volunteers are needed to paint home exteriors, remove weeds, and help haul away debris. For more information or to sign-up as a volunteer, please contact Jacquie Reeves at (714) 754-4892. Sign-up forms are also available on the city's [website](#).

April 22 SUNDAY The all-day Irish Spring Earth Day Fest featuring Irish dancers and food will take place at the **OC Fair and Event Center**.

April 27 FRIDAY The **Costa Mesa Community Run** will host an expo and family fun night beginning at 5 p.m. at Estancia High School. The evening will feature food and drink, a giant slide, game booths, an expo for runners and the Dan Krikorian Band. Proceeds benefit Costa Mesa schools.

April 28 SATURDAY **The Costa Mesa 10k and 5 k Community Run** will begin at 6:30 a.m. at Estancia High School. Proceeds from the event will go to Costa Mesa schools. Sign-up now!

For a complete list of community events, click [here](#)

Winners announced in inaugural "Celebrate Costa Mesa" photo contest

Here are the first-place winners in six categories for the "Celebrate Costa Mesa" photo contest, which drew nearly 150 entries. A reception will be held at City Hall for the winners and those who entered at 4:00 p.m. before the April 10 City Council Study Session.

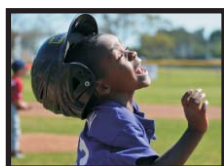
Category 1 Costa Mesa Characters



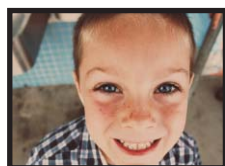
First Place
Lisa Perlin, "Grandpa"



Second Place
Susie Hudson, "Twins in Fall"



Third Place
Wade Kerley,
"Bliss"



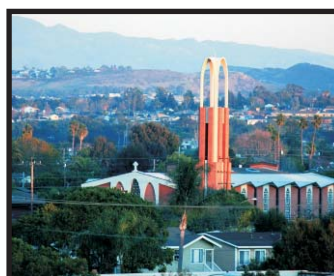
Youth
Farrah Fox,
"Killybrooke"

Honorable Mention
Matt Peca, "Playground"

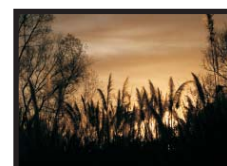
Category 2 Costa Mesa Environment



First Place
Esmeralda Lopez, "Library"



Second Place
Esmeralda Lopez,
"St. Joachim Church"



Third Place
Olivia LeValley,
"Foxtails"



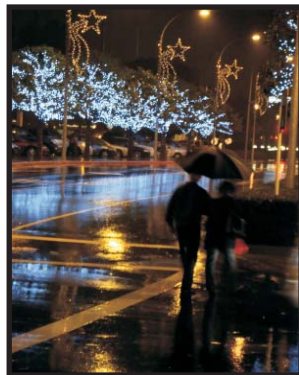
Youth
Andrew London,
"The Camp"

Honorable Mention
Dennis Booher, "Bluebird"
Debbie Serrano, "Fairview Park"
Esmeralda Lopez, "Grant Boys"
Lisa Lawrence, "Canyon Park"
Lisa Manfredi, "Fairview Park Puddle"
Matt Peca, "South Coast Plaza"
Olivia LeValley, "Park"
Susan Hoffman, "Bikers"
Tuan Le, "Water Use"

Category 3 Costa Mesa Life



First Place
Susie Hudson, "Vanguard"



Second Place
Denise Diyanni,
"South Coast Plaza"



Third Place
Keith May,
"Speedway"



Honorable Mention

Wade Kerley, "Batman"
Keith May, "Detroit Bar"
Wade Kerley, "Big Hurt Pitching"

Youth

Farrah Fox,
"Killybrooke Kids"

Category 4 Costa Mesa Pets



First Place
Mitch Clevidence, "Dog"



Second Place
Marci Kieler, "My Cat"



Third Place
Farrah Fox,
"Golden Retriever"

Honorable Mention

Keith May, "Cricket"

Category 5 OC Fair



First Place
Christy Covell, "Funnel cakes"



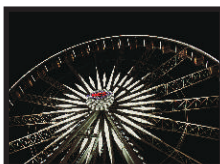
Second Place
Christy Covell, "Swings"

Honorable Mention

Farrah Fox, "Fair Portrait"
Farrah Fox, "Ferris Wheel"



Third Place
Christy Covell,
"Crowd"



Youth
Farrah Fox,
"Fair lights"

Category 6 Altered Images



First Place
Bob Bolinger, "Outback Restaurant"



Second Place
Wade Kerley, "Baseball"

MAKING HISTORY

Down on the farm

By the 1920s, Costa Mesa had earned the reputation of providing the opportunity of owning a small, productive farm. The Sept. 20, 1921 edition of the Santa Ana Register carried this headline, "Apple Harvest Lures Many to Costa Mesa." The news article stated: "This year apple orchards at Costa Mesa not only have added to their pristine reputation for flavor but also have presented their owners with drops that fairly stagger the imagination. Twenty boxes to the tree!" **Source: Costa Mesa Historical Society.**



Development Services



Starbucks coming to Macy's

Building permits were issued last month for tenant improvements inside the Macy's Department Store at South Coast Plaza. The improvements will modify the site to accommodate the space formerly occupied by the Gift Wrap and Men's Accessories area for a new Starbucks. The scope of work includes 1,171 square feet of tenant improvements, including new partition walls, duct work, the addition of light fixtures, and associated plumbing and electrical. The valuation of the proposed work for the new Starbucks is \$143,000.

—Mel Lee

Neighborhood Spring Clean-up

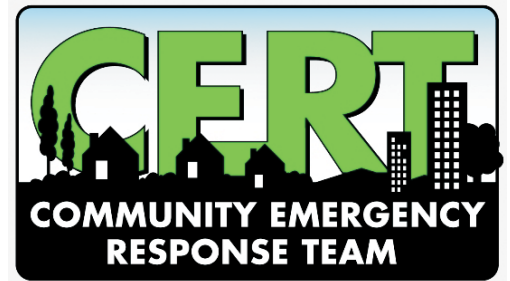


Saturday, April 21, 2012, 8 am - 12 noon

It's time to be a good neighbor

On April 21, the biannual Neighbors for Neighbors clean-up event will take place from 8 a.m. to noon at designated low-income, senior-owned single-family homes throughout the city. Please support the effort by making a monetary or in-kind donation, or volunteering your time. Volunteers are needed to paint home exteriors, remove weeds, and help haul away debris. For more information or to sign-up as a volunteer, please contact Jacquie Reeves at (714) 754-4892. Sign-up forms are also available on the city's website.

Fire Department



Sign up to help in times of emergency

You can sign up now for a weekend training to become a member of the Community Emergency Response Team (CERT) that shows you how to take care of your family and community in times of disaster such as an earthquake or flood. The training takes place on April 20, 21 and 22. The things you'll learn include firefighting techniques, first aid, light search and rescue, and how to develop a response team. Go to costamesaCERT.org for more information and an application form.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You might have a garden party here.

To get the whole picture, see [page 8](#).

Parks & Rec



Parks and Rec registration goes online

The Parks and Recreation Department has implemented an online registration system providing convenient on-line registration service to the public. The public can now access the registration web site [here](#) and set up a customer account. You must have a customer account to register for classes and activities.

Beginning April 9, Costa Mesa residents can go online to register for the summer contract classes and other summer Recreation programs and activities. Walk-in registration for Costa Mesa residents and non-residents, as well as online registration for non-residents, begins April 16. It is an easy process and you can use any computer or mobile device with internet access. (714) 754-5300.

Spring Camp in Costa Mesa for spring break

Spring break for Newport-Mesa schools is coming up fast and if you're looking for something fun for the kids, check out Spring Camp Costa Mesa put on by the City's Recreation Division. The day camp takes place Monday through Friday, April 9 through the 13th. The cost is \$164 for the 8 a.m. to 5 p.m. program, or \$200 for the 7 a.m. to 6 p.m. program.



Splish-splash: Downtown Aquatic Center opening

Registration for spring swim lessons will begin at the Downtown Recreation Center beginning April 2 from 8 a.m. to 5 p.m. Lessons begin April 16. Adult lap swim begins April 2. For more information please call (714) 327-7564.

Punch passes & payment required prior to admittance into the pool

Adult Lap Swim - 4 Lanes (16 yrs+)
M/W/Th 6:30 am - 8:30 am
M - F 11:45 am - 1:45 pm

Adult Lap Swim - 2 Lanes (16 yrs+)
Tu & Th 6:30 am - 8:15 am

Senior Aquatics - 2 Lanes (55 yrs+)
Tu & Th 6:30 am - 8:15 am

Fees per visit: Adults \$4, Seniors \$2.

Discount packages available

SPRING SESSION - SWIM LESSONS

SP-1A	M/W	4/16-5/9	\$45*
SP-1B	T/Th	4/17-5/10	\$45*
SP-2A	M/W	5/14-6/6**	\$40*
SP-2B	T/Th	5/15-6/7	\$45*
SA-1	Sa	4/21-5/12	\$45*

*\$5 Non-Resident fee will be added.

**No Class Monday, May 28

Costa Mesa Resident Registration

Begins **Friday, March 23, 6 - 8 pm**

Weekdays beginning March 26, 8 am - 5 pm

Open Registration

Weekdays beginning April 2, 8 am - 5 pm

Police Department

Alleged vandals caught in the act

Police officers were recently dispatched to 320 Harbor Boulevard to check on some reported vandalism. Two juvenile male suspects were ultimately arrested, and a follow-up investigation revealed that these youths were allegedly responsible for more than 30 vandalism incidents in Costa Mesa over a two-year period with damages amounting to more than \$3,000.

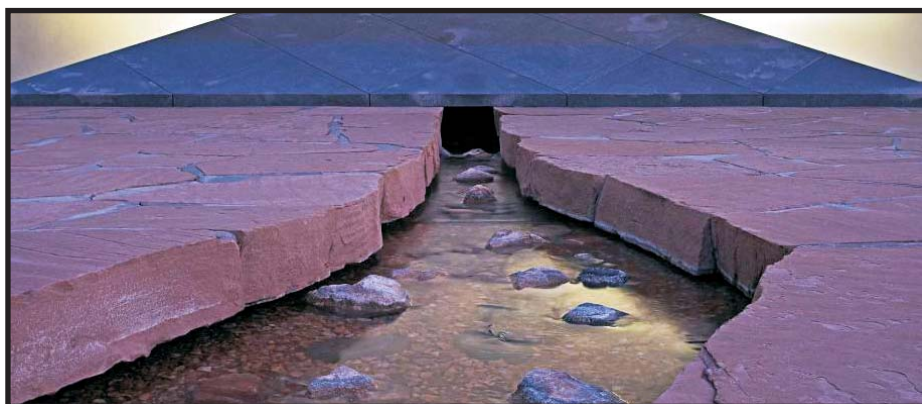


Community joins in search for elderly woman; resident finds her

Costa Mesa police recently responded to a senior care facility who reported missing an at-risk, 90-year-old Alzheimer's patient. Not only did officers

canvass the College Park area, but the Costa Mesa Fire Department also assisted in the search and the Huntington Beach helicopter provided an air search. Residents were called using the CMAAlert system, which prompted many Costa Mesans to drive and walk through their own neighborhoods to help find the missing patient. After almost three hours, police received a phone call from a resident, who found the woman on Wilson Street. The resident was one of many who had received the CMAAlert phone call and left her home to assist in the search. The elderly female had walked approximately a mile and was in good spirits and in good health, but unaware of the situation. Thanks to the collaborative effort of the hard-working public safety personnel and the caring residents of the city, this story had a happy ending.

SECRET SPOTTED



Answer: The Water Use sculpture in South Coast Metro's world-famous Noguchi Gardens.

MADD happy with Costa Mesa police

Mothers Against Drunk Driving (MADD) recently held its 25th annual luncheon and recognized officers who each achieved a Century Award. Century Awards are given to officers who made 100 or more DUI arrests in 2011. Five Costa Mesa police officers were honored for this achievement: Officer Jose Torres for 102 arrests, Officer Oscar Reyes for 103 arrests, Officer Crystal Rodriguez (109 arrests), Officer Jared Shurley (113 arrests), and Officer Kha Bao for 432 arrests. Officer Bao was also recognized as Orange County's top DUI arrest officer, and his achievement marks the first time a Costa Mesa officer has earned this award. Congratulations to these officers for helping make the streets safer in our city.

Sale on at Costa Mesa County Club Pro Shop

This is the last week for you to take advantage of the Costa Mesa Country Club's Pro Shop sale. From now through the end of March, take 25% off all merchandise except golf balls. Discount applies to apparel, footwear, clubs, and more. The Costa Mesa Country Club is at 1701 Golf Course Drive.

FINAL WORDS

Seeing our moral blind spots

By Michael Josephson

On a bitter cold night, a Russian countess was taken to a play in a horse-drawn carriage. The driver asked the Lady whether they could take shelter in a nearby inn until the play was over as he was not feeling well.

The Countess thought the question impertinent and directed the two men to wait outside with the carriage in case she wanted to leave early.

The performance and intermission lasted nearly three hours. The play included heartrending scenes about a nobleman who refused to allow two of his servants who had fallen in love to marry. In the end, both were killed when they tried to run off to be together.

The Countess was moved to tears, and she commented to a friend that the cruelty of the nobleman in the play was barbaric and inexcusable.

She was still sobbing when she exited the theater and found a small crowd gathered around her carriage. She demanded to know what was going on, and the footman fearfully told her that the old driver froze to death while they waited for her.

The Countess was furious demanding who would now drive her home.

So, how could a woman sensitive enough to cry at the plight of fictional characters be so callous about the comfort and health of her own servants?

It's called "willful blindness," a defense mechanism allowing folks to see only what they want to see.

I saw a cartoon once that captured the essence of this point: A half-dozen executives are sitting around a conference table, and the chairman announces, "Miss Harris will now hand out the moral blinders."

The key question is: What are we pretending not to know?

Are there things about nuclear power plants and their ability to survive natural calamities we are pretending not to know?

Are some school administrators willfully pretending not to know about irresponsible teachers or abusive coaches?

We all have moral blind spots. The challenge is to have the humility to find them and the character to fix them.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).

